



SMALL BUSINESS ADVISORY BOARD ANNUAL COMMUNITY OUTREACH MEETING AGENDA

Friday, October 21, 2011 from 8:30 a.m. – 11:00 a.m.

**Balboa Park Club – Ballroom
2150 Pan American Road West, San Diego, CA 92101**

1. 8:30 Check-in, Coffee and pastries
2. 8:55 Call to Order, Opening Remarks, and Approval of Minutes – June 17, 2011
3. 9:00 “Navigating the New Economy” Panel featuring: Ronald Garnett, Ann marie Houghtailing, Vincent Mudd, & Louis Song
4. 9:30 “Marketing Engagement Strategies”
Nancy Fredericks, Certified Consultant/Owner, Sales Link
5. 9:55 “Social Media and Your Business Success: What No One Really Tells You”
Joon S. Han, Business Specialist & Strategist, Better San Diego
6. 10:15 City of San Diego Small Business Development Pilot Program –
Lisa Gordon, Small Business Ambassador
7. 10:30 Public testimony from attendees on concerns and challenges facing small businesses
8. 10:55 Additional Questions, Comments, and Closing Remarks
9. Next Meeting Date: December 16, 2011 at Balboa Park Club/Santa Fe Room
2150 Pan American Road West, San Diego, CA 92101
10. 11:00 Meeting Adjournment (Time Certain)

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator in Economic Development at least five (5) working days before the meeting at (619) 533-6474 to ensure availability.



CITY OF SAN DIEGO

This information is available in alternative formats upon request.